



## Long Island Iced Tea Corp. Hires Experienced Beverage Industry Sales Professionals

*- Five Senior Area Sales Managers -  
- Focus of Sales Team to Support New York Metro Area, Including Big Geyser -*

Farmingdale (Long Island), NY (October 17, 2017) — Long Island Iced Tea Corp. (NasdaqCM: LTEA) (the “Company”), a growth-oriented company focused on the non-alcoholic ready-to-drink (“NARTD”) segment in the beverage industry, today announced the addition of five new Senior Area Sales Managers, all of whom have prior beverage industry experience. The new Senior Area Sales Managers will report to Rob Stefanizzi, the Company’s newly appointed Vice President, New York Region. Mr. Stefanizzi recently joined the Company after spending much of his career at beverage companies including Coca-Cola and Honest Tea.

### **New Senior Area Sales Managers:**

- **John Santoro** - Previously a Sales Representative for Big Geyser and most recently an Area Sales Manager at Bai Brands
- **Vito Caravella** - Previously a Regional Manager at Titan Tea and Senior Manager on the Venturing & Emerging Brands (VEB) team at Coca-Cola
- **Carlos Ramirez** - Previously a Senior Manager on the Venturing & Emerging Brands (VEB) team at Coca-Cola
- **Ernie Beltrani** - Previously a Sales Representative for Big Geyser and most recently a Senior Manager at Bai Brands
- **Jack Cutrone** - Previously a Sales Representative for Big Geyser and most recently a Senior Manager at Bai Brands

Mr. Stefanizzi commented, “I am excited to be working with a team that brings extensive experience and success with brand building in the New York market, and I expect each to be valuable additions to the Long Island Iced Tea® sales team.”

Philip Thomas, Chief Executive Officer of the Company, added, “This is an exciting time of growth for the Company, and the new additions to our sales team will enable us to continue our strong growth momentum and solidify our presence in the New York metro area. We have a tremendous opportunity to expand our distribution through our recently announced strategic partnership with Big Geyser, and this team has the experience to maximize this opportunity.”

### **About Long Island Iced Tea Corp.**

Headquartered in Long Island, NY, Long Island Iced Tea Corp. operates in the non-alcohol ready-to-drink segment of the beverage industry. The Company’s flagship brand ‘The Original Long Island Brand Iced Tea®’, together with ‘The Original Long Island Brand Lemonade™’, are marketed as premium beverages made with non-GMO ingredients. The company also imports and markets ‘ALO Juice®’ a functional Aloe Vera based beverage. The Company’s portfolio of premium brands sits within the ‘better-for-you’ category of the beverage industry, and are offered to consumers at an affordable price, reflecting the Company’s mission. Its beverages are sold primarily through a network of regional chains and distributors primarily on the East Coast and the Midwest of the United States, as well as Canada and Latin America. The Company’s website is [www.longislandicedtea.com](http://www.longislandicedtea.com).

### **Forward Looking Statements**

This press release includes statements of the Company’s expectations, intentions, plans and beliefs that constitute “forward looking statements” within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 and are intended to come within the safe harbor protection provided by those sections. These statements, which involve risks and uncertainties, relate to the discussion of the Company’s business strategies and its expectations concerning future operations, margins, sales, new products and brands, potential joint ventures, potential acquisitions, expenses, profitability, liquidity and capital resources and to analyses and other information that are based on forecasts of future results and estimates of amounts not yet determinable. These statements include any statement that does not directly relate to a historical or current fact. You can also identify these and other forward-looking statements by the use of such words as “may,”

"will," "should," "expects," "intends," "plans," "anticipates," "believes," "thinks," "estimates," "seeks," "predicts," "could," "projects," "potential" and other similar terms and phrases, including references to assumptions. These forward looking statements are made based on expectations and beliefs concerning future events affecting the Company and are subject to uncertainties, risks and factors relating to its operations and business environments, all of which are difficult to predict and many of which are beyond its control, that could cause its actual results to differ materially from those matters expressed or implied by these forward looking statements. These risks include its history of losses and expectation of further losses, its ability to expand its operations in both new and existing markets, its ability to develop or acquire new brands, its relationships with distributors, the success of its marketing activities, the effect of competition in its industry and economic and political conditions generally, including the current economic environment and markets. More information about these and other factors are described in the reports the Company files with the Securities and Exchange Commission, including but not limited to the discussions contained under the caption "Risk Factors." When considering these forward looking statements, you should keep in mind the cautionary statements in this press release and the reports the Company files with the Securities and Exchange Commission. New risks and uncertainties arise from time to time, and the Company cannot predict those events or how they may affect it. The Company assumes no obligation to update any forward looking statements after the date of this press release as a result of new information, future events or developments, except as required by the federal securities laws.

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